

Advancement in Sourcing & Procurement Strategies

Developing a robust procurement strategy that can deliver real benefits to your organisation whilst preparing for economic recovery and expansion

Singapore Marriott Hotel

4th & 5th February 2010

“The procurement of goods and services is a high value activity within an organisation that has a critical impact on its performance and success.”

Anonymous

Currently, organisations are grappling with many critical challenges in procurement whilst trying to combat competition and devise strategies for a long term gains. Raise the bar on your procurement & sourcing function and enhance bottomlines by effectively managing spend through advanced strategies.



Your distinguished chairpersons:

Charlie Villaseñor Chairman
Procurement and Sourcing Institute of Asia – PASIA

Asheesh Mehra AVP & Head of BPO – Asia Pacific
Infosys BPO, Australia

Attend this informative event and gain practical insights into:

- **Capitalising** on procurement in the current economy to improve your business processes thus lowering costs
- **Safeguarding** your organisation from financial damage through effective contract management
- **Examining** the current trends and strategies in sourcing and procurement to enhance business profitability
- **Leveraging** the advantage of consolidated suppliers for increased operational efficiency and maintaining supplies
- **Debating** key issues within procurement in Asia Pacific to manage potential crisis situations and uncertainties
- **Achieving** real time visibility of your end consumers' requirements by adapting your supply chain to meet constantly changing demands
- **Sharing** risks and rewards related to demand variation by improving communication with external partners

Featuring case studies and expert presentations:

Rajeev Minocha Vice President – Supply Chain
Coca Cola, India

Tonet Rivera Vice President - Supply Chain, Asia and Europe
Mead Johnson Nutrition, Thailand

Pradip Saha Associate Director and Head of Material & Sourcing
Colgate Palmolive, India

Alan Hustwick General Manager - Global Sourcing
Rio Tinto, Singapore

S Vaitheeswaran VP & Business Head
Infosys BPO, India

Ard Verboon Director of Purchasing
Philips, Singapore

Ooi Keng Lum Chief Financial Officer
Silverstone, Malaysia

Dr Mark Goh Director – Industry Research
The Logistics Institute Asia Pacific, Singapore

Stephen Cherian General Manager – Logistics & Customer Support
Volvo East Asia, Singapore

Arjun Varma General Manager – Demand Planning & Supply Chain
Pepsico, India

Calvin Ngo Regional Sourcing Manager – SEA, Hong Kong & Taiwan
Hewlett-Packard, Singapore

Jacqueline Lim Regional Planning Manager
Tetrapak, Singapore

Fernando Mancol, Jr Head of Purchasing & eSourcing
Total Philippines Corporation

Doris Chin Regional FI & P Purchasing Manager - Asia Pacific
Syngenta, Singapore

Adam Nakhoda Senior Assistant Director - Legal & Enforcement
Competition Commission of Singapore

Vinay Asdhir Head of Worldwide Procurement
Dell Incorporated, Singapore

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0830 Registration & coffee**0855 Opening and welcome remarks by Chairperson**

Charlie Villasenor Chairman
Procurement and Sourcing Institute of Asia – PASIA

0900 Session One**Examining the significance of Competition Law and Cartel Detection**

- Establishing the works of the Competition Commission of Singapore (CCS) and the importance of competition law
- Detecting signs of cartel behaviour in the procurement process and to how to avoid them
- Unravelling the pest control cartel to weed out their unethical behaviour that affects organisations
- Assessing the role of the procurement officers in stamping out anti-competitive activities

Adam Nakhoda Senior Assistant Director - Legal & Enforcement
Competition Commission of Singapore

0945 Session Two**Changing role of procurement and its growing influence on the wider business and overall growth**

- Acknowledging the new procurement order – how procurement can add value to other business functions
- Achieving synergies across various areas through collaboration between procurement, finance, marketing and operations in forward-thinking organisations
- Ensuring that you are on the same page as your business by better understanding your internal customers
- Building a high performance purchasing organisation in an environment of change

Ard Verboon Director of Purchasing
Philips, Singapore

1030 Morning refreshments and networking**1045 Session Three****Capitalising on strategic sourcing and optimising spend management strategies**

- Standardising and automating sourcing and operational procurement processes to enhance procurement efficiency
- Optimising spend through better category management and strategic sourcing
- Managing supply risk and rationalising suppliers across regions to ensure leverage and reliable supply
- Providing advance visibility into demand for effective supplier collaborations to accelerate time-to-market
- Standardising and automating sourcing and operational procurement processes to enhance procurement efficiency

Alan Hustwick General Manager - Global Sourcing
Rio Tinto, Singapore

1130 Session Four**Sharing demand risks with suppliers to ensure availability of supply**

- Developing a risk sharing approach with suppliers based on structured contracts
- Saving millions of dollars and building a loyal supplier base by drawing on effective risk management strategies
- Integrating risk management strategies into your procurement function to decrease the vulnerability of your supply chain
- Mitigating risks at an early stage internally to avoid unnecessary costs

Tonet Rivera Vice President - Supply Chain, Asia Europe
Mead Johnson Nutrition, Thailand

1215 Session Five**Drawing on Sales & Operations Planning (S&OP) to get break down organisational barriers and achieve set targets – The key to internal collaboration**

- Breaking down internal barriers by resorting to effective S&OP
- Leveraging on S&OP to achieve inventory targets – Navigating through the 5-Step S&OP process
- Integrating 'top-down' and 'bottom-up' planning that links business plans, financial budgets, operational planning and execution
- Performing gap analyses to identify where operational plans do not reach targets and to enable fact-based trade-off decisions to be made
- Structuring S&OP processes that are aligned with the business' requirements and goals

Arjun Varma General Manager – Demand Planning & Supply Chain
Pepsico, India

1300 Networking luncheon hosted by**1415 Session Six****Drawing on next-generation spend analysis to manage more spend strategically**

- Capitalising on eSourcing solutions to source more effectively, manage more spend strategically, and build more optimal relationships with suppliers
- Driving actionable analysis by comparing your spend information with external market factors
- Making spend analysis the one-stop-shop for strategic sourcing prioritisation and decision making
- Moving beyond simply tackling the low-hanging fruit to driving real, strategic savings through procurement

Fernando Mancol, Jr Head of Purchasing & eSourcing
Total Philippines Corporation

1500 Session Seven**Rationalising supplier contracts and procurement by engaging vendors to re-open contracts to re-negotiate rates**

- Emphasising creative deal structures and leveraging innovation to reduce costs rather than through demands & threats
- Gauging suppliers' reaction to re-opening contract rates half way through the contract life
- Re-negotiating to a lower price in exchange for increased contract length
- Enabling access to key cost data to manage equitable agreements over the long term on a win-win basis
- Resorting to the "survival argument" by sharing cost savings for better financial health and prospective mutual growth

Pradip Saha Associate Director and Head of Material & Sourcing
Colgate Palmolive, India

1545 Afternoon refreshments and networking**1615 Session Eight****Accelerating your organisation's ROI and savings by exploiting Procurement Intelligence**

- Turning the procurement function into a more competitive entity via "Intelligent Procurement"
- Ensuring that your supply chain works optimally using Procurement Intelligence
- Analysing the significance of procurement in your company's supply chain
- Harnessing good supplier relations to motivate suppliers

Charlie Villasenor Chairman
Procurement and Sourcing Institute of Asia – PASIA

1700 Session Nine**Driving superior results through an end-to-end procurement process by drawing on Supplier Relationship Management (SRM) - A Coca-cola Perspective**

- Enabling tight process integration to achieve a closed loop from source-to-pay and sustainable cost savings
- Aggregating spend in a single platform to optimise supplier relationship management
- Ensuring contract compliance to enable visibility into enterprise expenditures
- Differentiating your market via a distinct supplier management approach to gain a competitive advantage
- Examining the key metrics used to determine supplier success

Rajeev Minocha Vice President - Supply Chain
Coca Cola, India

1745 Closing remarks from the Chair and end of Day One**In-House Training Solutions**

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

For further details, please use the contact information given on the last page of this brochure.

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Friday 5th February 2010

0830 Morning coffee

0855 Opening and welcome remarks by Chairperson
Asheesh Mehra AVP & Head of BPO – Asia Pacific
Infosys BPO, Australia

0900 Session One
Positioning your inventory in a global supply chain to respond promptly to the current market climate

- Striking the most profitable balance among service levels, lead times, budgets, risks, and inventory costs
- Linking supply chain management and corporate strategy to gauge your firm's performance
- Determining the key supply chain drivers and their inter-relationships with strategy and inventory management
- Redesigning distribution networks to mitigate transportation time, cost and capacity constraints

Vinay Asdhir Head of Worldwide Procurement
Dell Incorporated, Singapore

0945 Session Two
Establishing a multinational supplier development strategy to achieve spend reduction

- Structuring the right global partnerships for positive return of investment
- Building a supplier engagement model to qualify and engage the right partners that aligns with your corporate objectives
- Creating the multinational supplier development strategy and relationship frameworks
- Developing long-term investments by engaging the right global partnerships through
 - a supplier screening process
 - supplier development
 - procurement strategy options

Calvin Ngo Regional Sourcing Manager – SEA, Hong Kong & Taiwan
Hewlett-Packard, Singapore

1030 Morning refreshments and networking

1100 Session Three
Getting creative with financing – leveraging on your inventory to finance your operations

- Toughing it out and coming out stronger by going for alternative financing options
- Selling and shipping products to retailers without the need to offer open account financing
- Right-sizing credit lines that adequately support the inventory requirements
- Augmenting profitability through increased economies of scale (EOS) of larger volume purchases
- Increasing the level of working capital whilst freeing up other security

Ooi Keng Lum Chief Financial Officer
Silverstone, Malaysia

1145 Session Four
Sizing up Collaborative, Planning, Forecasting and Replenishment (CPFR) to enhance supply chain integration

- Managing inventory through joint visibility and replenishment of products throughout the supply chain
- Updating inventory and upcoming requirements thereby making the end-to-end supply chain process more efficient
- Enabling greater responsiveness by keeping all the supply chain members in tune with the end customer demand
- Improving replenishment accuracy by allowing greater visibility

Jacqueline Lim Regional Planning Manager
Tetrapak, Singapore

1230 Session Five – Panel Discussion
Building proactive business relationships with your supplier through Supplier Relationship Management (SRM)

- Reviewing 5 critical steps to achieve best in-class-supply management functions- sourcing, procurement, negotiation and contract management to enhance your existing procurement and supply chain efficiency
- Examining SRM processes between sourcing and procurement within your organisation and across the supply base to increase supply chain visibility and gather insights into global spending
- Driving the value of SRM and procurement and implementation through 4 identified methods – strategic supplier relationship, state-of-the-art technology, outsourcing and adopting best practices

Asheesh Mehra AVP & Head of BPO – Asia Pacific
Infosys BPO, Australia

S Vaitheeswaran VP & Business Head
Infosys BPO, India

Vinay Asdhir Head of Worldwide Procurement
Dell Incorporated, Singapore

1315 Networking luncheon

1430 Session Six
Optimising supply chain performance and maximising ROI by capitalising on Vendor Managed Inventory (VMI) – Your instant route to profitability

- Assessing the significance of information sharing in demand planning
- Positioning Vendor Managed Inventory (VMI) as a supplier's best friend
- Strengthening ties and fostering partnerships between manufacturers and distributors
- Identifying and eliminating business wastes by using "Direct Ship"
- Using POS (Point of Sale) demands to drive POO (Point of Origin) forecast

Stephen Cherian General Manager – Logistics & Customer Support
Volvo East Asia, Singapore

1515 Session Seven
Delivering tangible results through Procurement Outsourcing (PO)

- Leveraging economies of scale (EOS) and improving the execution of non-core tasks and poorly managed spend categories
- Realising reduced supply & operational costs, improved compliance and enhanced performance & cycle times
- Gaining access to leading external capabilities in non-core activities thereby improving the overall level of procurement performance
- Procurement outsourcing - is it right for you?

Dr Mark Goh Director - Industry Research
The Logistics Institute Asia Pacific, Singapore

1600 Afternoon refreshments and networking

1630 Session Eight
Striding the next step in procure-to-pay (P2P) for more capability and broader interoperability

- Analysing the root cause and failures of P2P for complex projects and detecting low level errors before it multiplies and create problems downstream
- Designing P2P process optimisation strategies by looking at the selection, configuration and deployment of effective solutions using Enterprise Resource Planning
- Integrating other in-house systems such as in freight or supplier management to optimise solutions and control over purchase and payment for "self billing" or automated payment
- Debating the conflict of interest common to typical consultancies that aspire to system integration, strategic sourcing and contract management

Doris Chin Regional FI & P Purchasing Manager - Asia Pacific
Syngenta, Singapore

1715 Closing remarks from the Chair and end of Conference

Why you cannot miss this event

As many organisations continue with their effort to expand globally during this period of economic recovery, the challenges of sourcing and procurement of goods and services become exceptionally demanding. Procurement has now become an integral part of corporate performance and is drawing increased attention from senior management. Organisations are seeking effective solutions and different approaches for various situations as pressure on cost savings and increased efficiency are placed on procurement.

In today's highly volatile business arena, the procurement department is moving out from the dusty back office, into the revenue generating seat and is pulling their weight in the office. Therefore, they must organise themselves to adapt to the changing market and be efficient to meet the standard specification for the whole organisation. If companies continue to ignore the savings and strategic benefits of procurement and sourcing, they will lose competitive advantage, rising costs being the obvious. Their competitors will source the best suppliers from around the world that can provide them with lower prices and even become a strategic partner in developing their products.

As the technology competency and innovation of suppliers are growing at an alarming speed, suppliers now have the upper hand to influence organisational technological developments even more so and these calls for organisations to prepare themselves to be an involved participant in this race to be the best.

Who should attend

CPOs, Vice-Presidents, Heads, Directors, General Managers, Managers and Specialists of:

- Procurement / Purchasing / Sourcing
- Materials
- Supplier Management
- Contracting
- Supply Chain
- Logistics
- Merchandising

From across all industries:

- Oil & Gas
- Energy and Utilities
- Construction
- Retail
- Transport & Logistics
- Solution Providers
- Consumer Goods
- Petrochemicals / Chemicals
- Healthcare & Pharmaceutical
- Telecommunications
- Automotive
- Information Technology

About the Official Media Partner

ProcurementAsia magazine fulfils the critical, tactical and strategic information needs of senior procurement and supply chain professionals by providing best-practice case studies, in-depth analysis and tips from industry experts. For more information, please visit www.procurement-online.com

About the Media Partner

Supply & Demand Chain Executive is the executive's user manual for successful supply chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web at www.SDCExec.com.

About the Platinum Sponsor

Infosys BPO is an end-to-end outsourcing services provider. We address your business challenges through our integrated IT and business process outsourcing solutions. We unlock business value by applying proven process methodologies and business excellence frameworks to significantly reduce costs, enhance effectiveness and optimize business processes. Infosys BPO is a global company with 13 delivery centers across the Asia Pacific, America, Europe and India. Our business solutions and leadership have been recognized by several global forums. We are an equal-opportunity employer and continue to be regarded for our global people excellence practices.

About the Business Development Sponsor

Mapletree Logistics Trust ("MapletreeLog") is the first Asia-focused logistics REIT in Singapore. Its principal strategy is to invest, directly or indirectly, in a diversified portfolio of income-producing logistics real estate and real estate-related assets. It aims to be the real estate partner of choice to the supply chain and logistics business in the Asian region. MapletreeLog offers investors an opportunity to benefit from the fast growing Asia-Pacific logistics sector while enjoying stable and regular distributions. With a strong regional growth strategy in place, MapletreeLog offers good long term growth potential through investments in logistics properties across the Asia-Pacific region in countries with rising logistics activities, including Singapore, Malaysia, China, Hong Kong, Japan, South Korea, Vietnam, India, Indonesia, the Philippines and Thailand.

About the Endorser

The **Procurement and Sourcing Institute of Asia (PASIA)** is the Asia's leading regional procurement and sourcing organization. It is a non-profit institute that brings together executives in charge of managing procure to pay and supply management strategies. It is a unique network that leverages across countries in the Asia-Pacific region and tackles strategic procurement and supply management issues. The institute raises the bar and professionalizes the procurement, sourcing, contracts and supply management functions. It continues to build the community of not only procurement and supply management professionals but business stake holders who has influence on organization spending such as finance, outsourcing, information technology, legal, manufacturing, engineering and related management functions who would like to address the current and future needs, opportunities and concerns of supply management.

About the Official Endorser

The **Singapore Institute of Purchasing & Materials Management (SIPMM)** was established in March 1972 as an independent, not-for-profit professional body representing and promoting the professional development of purchasing, materials, logistics and supply management. The institute organises a variety of development programmes and courses, which include Master's and Bachelor's degree courses, on purchasing, materials, logistics and supply management. The institute also publishes the authoritative Singapore Purchasing Managers' Index (PMI), which has been a key barometer of the Singapore manufacturing industry. SIPMM offers two competency awards based on either the accreditation or the certification of a practitioner in the specialised field of purchasing, logistics and supply chain management – the Accredited Practitioner award and the Certified Practitioner award. These awards are designed to validate the competence of a practitioner in the specialised field of the profession.